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Oakland
Chamber of
Commerce

Trade boards Oakland

**CAPITALIZE
ON YOUR
INVESTMENT**

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As a member of the Oakland Chamber of Commerce, you have the opportunity to capitalize on your investment in the community. You can help change those things that need changing, help improve those areas that need improvement, and have a voice in your and the community's future. This brochure explains what the Chamber does and how it is organized.



THE MISSION OF THE OAKLAND CHAMBER OF COMMERCE

The Oakland Chamber of Commerce, a voluntary, non-profit and membership-supported organization, speaks and acts in the name of the total business community of Oakland to further the socio-economic climate of the entire Oakland community.

The Chamber provides leadership in recognizing social, economic and political trends and in originating proposals and programs to deal with problems and opportunities arising from these trends. The Chamber seeks innovative ways of applying the talents and many resources of the business community to the increasingly complex problems of an urban society. Government or business cannot solve these problems alone, therefore, the Chamber acknowledges its responsibility to work with all levels of government, educational institutions, civic, professional and community organizations and other chambers of commerce in the Bay Area, the state and the nation.

as seeking additional financing from other sources. To involve a volunteer task force to keep the members abreast of and interested in Chamber activities and to provide, through utilization of all communications tools, vehicles for communicating the Chamber's program to its members, prospective members, and the community at large.

TRANSPORTATION

To work for a balanced surface transportation system within Oakland and the East Bay area and to work with other agencies for the development of additional domestic and international air service and facilities. To act as a liaison for the business community with all public and private organizations and agencies responsible for the operation, regulation and planning of transportation services and facilities within the Chamber's constituency in order that solutions to meet the growing and changing transportation needs of the community can be realized. To work with Port officials, maritime carriers and shippers to insure that the preeminent position of the Port of Oakland is maintained.



JOIN WITH US

Your time, talent and resources are needed in order for the Oakland Chamber of Commerce to fulfill its mission.

We urge you to join with other local businessmen and participate in the division that most closely parallels your interests.

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The Chamber seeks to select programs that will enhance the effectiveness of business in promoting a healthy economic, social and governmental climate. In implementing these programs, the Chamber utilizes the resources of the business community and a professional staff, keeping in perspective the interests of all members of the community.

• **HOW IT WORKS**

The Oakland Chamber of Commerce is divided into five divisions, each administered by a vice president appointed by the president. The divisional concept increases the capability of the Chamber to obtain membership input and action toward determining solutions of the concerns of the membership and the community.

The divisions are:

BUSINESS & GOVERNMENTAL RELATIONS

Seeks to involve greater business community participation in governmental activities such as taxation, environmental concerns, public safety, and community development. This division monitors the general regulation of business activities in order to maintain economic stability and to provide the business community with day-to-day scrutiny of the conduct of municipal government and of the policies and programs in the fields of education, planning, and urban renewal. This division would also act as a liaison with community groups involved in these matters.

CONVENTION & VISITORS BUREAU

To maintain and expand a program which will encourage convention groups and visitors to come to Oakland through personal contact and media publications. To work with public agencies and private enterprise to develop facilities and attractions which will attract visitors to our city. To involve the community in support of a sports and recreation program and to develop a public understanding and acceptance of the economic value of the travel and convention industry to the total economy of Oakland.

ECONOMIC DEVELOPMENT

To maintain the momentum of balanced economic growth for Oakland and the East Bay area through an active recruitment and solicitation program to attract employment — intensive service and industrial firms and administrative headquarters. To provide technical assistance to small business and to potential new business development as well as to service inquiries from local and foreign businesses. To pursue programs encouraging the development of new world trade opportunities. To work to retain the maintenance of local business, assisting them to expand and also to encourage the development of minority enterprises. To cooperate with public and private organizations working for a balanced and viable economy in the community.

MEMBERSHIP & COMMUNICATIONS

To build a solid foundation for Chamber activities by adding to and retaining member investors, and by increasing the present membership investments as well

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Oakland Chamber of Commerce —
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